Shep Kellam

WRITER / CREATIVE DIRECTOR

skellam@earthlink.net
office

I connect people to brands. I try to do it in fresh, relevant ways. I worked with the creative team that helped American Airlines become the world's largest airline. For Subaru, I headed the team that introduced the WRX to the U.S. It became the most successful new model introduction in the company's history. We established Electronic Data Systems as the world's business ally. I helped Long John Silver's become the fastest growing quick service restaurant in America three years in a row. And I helped Terminix become the world's largest pest control company. I grew NationsBank into Bank of America and Bank of America into the nation's first coast-to-coast bank. I helped Bell Helicopter build a legacy as the toughest, hardest working machines in the air. And I showed JCPenney how to once again be a relevant retail brand to millions of new shoppers. Powerful stuff, brand.□ It lives in every customer touch point. Every experience is a brand experience. From a mobile app to a bus wrap. From streaming video to social media. From a hardworking home page to a breathtaking printed page. From a showroom display. To an email. To the cocktail napkin on your fold down tray. These are what define the customer relationship. And, to me, that's the stuff brands are made of.

Experience

Writer / Creative Director / Owner / Voice Guy

Have ideas. Will travel.
Jul 2016 - Present

ShepDog Creative

Freelance writing and creative direction for advertising across all media types. Extensive experience across a broad range of industries. Airline, hospitality, tourism, restaurant, automotive, telecom, IT networks, banking/financial, consumer packaged goods, retail, energy and more. Cannes, CLIOs, One Shows, ADDYs, Effies. Powerful brand and product stories crafted for maximum impact in every media type. Contact me at skellam@earthlink.net.

Senior VP, Group Creative Director

TM Advertising / McCann Worldgroup

Dallas, TX
2006 - Jul 2016

American Airlines • Bausch + Lomb • Citi AAdvantage Card • Texas Tourism • HP Enterprise Business • Dallas Ad League • British Telecom • Daikin AC • Dex Media • Discover Network / Discover Card • Dallas Film Society • Captain D's • La Quinta Inns & Suites • American Airlines Credit Union • Community Coffee • Japan Airlines • FLOW Telecommunications • Cable & Wireless Communications • Universal Studios • TGI Fridays • Cadence Bank • TGS Energy

Creative Director / Writer

Temerlin McClain

Dallas, TX
1991 - 2004

American Airlines • Bank Of America • Bennigan's • Green Mountain Energy • JCPenney • Long John Silver's • Exxon Mobil • Nationwide Insurance • Steak & Ale • Subaru • Terminix • Verizon

Associate Creative Director / Writer

NW Ayer

New York / Dallas
1989 - 1990

JCPenney, Portfolio Furniture Stores, Lifeco Travel, JJD Twin Tires

Associate Creative Director / Writer

Bozell

Dallas, TX
1987 - 1989

American Airlines • GTE • NationsBank • Greyhound • Pace Foods • Armour Dial • Long John Silver's • Southwestern Bell Mobil Systems • United Way • Zales

Education

Bachelor of Science, School of Communication, Radio-Television-Film

Austin, TX
1974 - 1976

The University of Texas at Austin

Broadcast and Film Production sequence.

Mass Communication

Tempe, AZ
1972 - 1973

Arizona State University

Worked at KAET-TV, Channel 8 as an undergraduate.

Awards

Creative Recognition

Recipient of the Interpublic Group's Organic Growth Initiative Award. Cannes Film Festival Lions; EFFIES, CLIOs, AICP, Athena, IBA, ANDY, New York Festivals, MOBIUS, TELLY Awards, One Show; Communication Arts; Radio Mercury Award Finalist, Local, regional and national ADDYS.

Judged CLIO Awards, Radio Mercury Awards, AICP Awards, local and regional ADDYs.

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Contact me at the following email addresses: skellam@earthlink.net. For professional voice over work, listen to my demo The Voice of Shep on this site. For bookings, contact Julie Holman at Kim Dawson Talent, 214 638-2414.